

# Creighton University Athletics Logo Usage Guide

Creighton University's move to the BIG EAST Conference offers an opportunity to redefine its athletics brand and identity to enhance recognition and increase overall awareness of Creighton University athletics locally, regionally and nationally. The athletics branding has been done in collaboration with the University's new branding campaign. Mongoose Graphics of Denver, Colo., an experienced designer of athletics marks, created the new graphic identity. Guidelines have been developed to ensure the Bluejay graphic identity is managed with consistency and accuracy in all communication materials.

## Official Athletic Logos

The official athletics logo has many variations due to generic or sport-specific branding under the Creighton wordmark but the six main components are: a stylized Bluejay head used alone, the head used with the Creighton wordmark, the head inserted in a new C, the C graphic alone, the Creighton wordmark and the Bluejays wordmark.

These are the only approved Creighton University athletic marks. Sub-branding logos are available for individual sports. No altering of these logos is permissible. Always use the artwork files as provided by Creighton University Athletics.

NEVER recreate the logos or wordmarks, or use low-resolution versions of the logo obtained from the Web or from scanning previously printed materials.

Each logo should only be used as an independent and isolated stand-alone graphic.

Never group logos or individual graphic elements together as a reconfiguration of the logo.

Do not screen or watermark the logo, or place text over the logo.

Reproduction of any athletics logos or wordmarks without the approval of Creighton University Athletics and the Licensing Resource Group, Inc. (LRG) is prohibited.



Bluejay Logo



Bluejay Logo with Wordmark



"C" Logo



"C" Graphic



"Creighton" Wordmark



"Bluejays" Wordmark

## Contact

For additional information regarding the use of Creighton University Athletics trademarks, please contact: Creighton University Athletics, Kevin Sarver, Associate Athletic Director, [ksarver@creighton.edu](mailto:ksarver@creighton.edu). 402.280.5810.